





## ADVERTISING 2012

### RVUE Holdings INC Rank 19 of 19

The relative strengths and weaknesses of RVUE Holdings INC are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of RVUE Holdings INC compared to the market average is the variable General and Administrative Expense, increasing the Economic Capital Ratio by 0.018% points. The greatest weakness of RVUE Holdings INC is the variable Other Expenses, reducing the Economic Capital Ratio by 46% points.

The company's Economic Capital Ratio, given in the ranking table, is 0.021%, being 81% points below the market average of 81%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	306	Assets	614
Assets, Non-Current	0	Liabilities	977
Cost of Goods and Services Sold	303	Expenses	4,260
General and Administrative Expense	0	Revenues	643
Intangible Assets	0	Stockholders Equity	-362
Liabilities, Current	977	Net Income	-3,617
Liabilities, Non-Current	0	Comprehensive Net Income	-3,617
Marketing and Selling Expenses	0	BaseVar	3,247
Other Assets	262	ECR before LimitedLiability	-487%
Other Compr. Net Income	0	Economic Capital Ratio	0.021%
Other Expenses	3,957		
Other Liabilities	0		
Other Net Income	0		
Other Revenues	643		
Property, Plant and Equipment	47		